

Organization Name: Billings Chamber/Convention & Visitors Bureau
Project Name: Advertising: Trip Advisor Annual Sponsorship and Placement
Application Completed By: Alex Tyson

Approval Requested:

☒ Final (Trip Advisor
Sponsorship and
Placement)
☐ Preliminary

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

The Billings Chamber/CVB Board and staff have identified advertising as a key component to the success of Billings as a destination. Advertising efforts will revolve around campaigns that focus on leisure travel and Co-Op leisure advertising opportunities.

Trip Advisor Annual Sponsorship: The Billings CVB will sponsor the Billings, Montana overview page on TripAdvisor.com. This annual sponsorship allows us to have Billings sponsored content and direct links to our leisure market website VisitBillings.com integrated into the Overview Page of Billings on TripAdvisor. It also allows us to have content modules including: Photos, Videos, Direct Link, Guidebook download, mapped Visitor Information Center, promo text links, events calendar and more (all editable by Billings CVB staff). Finally, the annual sponsorship allows the Billings CVB to have fixed 728x90, 300x250, and 300x600 ad placements on Billings Overview page.

Targeted Media Placements on TripAdvisor.com: The Billings CVB will make targeted placements throughout TripAdvisor.com associated with keywords related to our Billings market. Our IP target audience members in Alberta, Colorado, Washington, Idaho, and Montana, who are viewing Montana travel content on TripAdvisor.com, will see Billings CVB ads, and we will target ads to audience members researching travel throughout Montana on Virtual Tourist. This comprehensive ad placement will run from November 1, 2012 through May 1, 2013 and will include a 5% run of site placement bonus.

2012-2013 TripAdvisor.com advertising will consist of online banner advertisements and will feature creative to be developed by the Billings Chamber/CVB advertising agency of record: AD Creative Group. Messaging will support the Billings, Montana's Trailhead brand.

Include the objectives from the narrative portion of your marketing plan that support this project.

1. Book eight citywide conventions/meetings in Billings.
2. Generate 11,000 room nights for the lodging facilities of Billings.
3. Book a total of 27 groups (including citywide and sports) resulting in 21,000 room nights.
4. Increase room demand by 3% over FY 11-12.
5. Increase unique visits to www.VisitBillings.com over FY 11-12
6. Brand building and identity recognition for Billings, Montana's Trailhead

Identify the portions of your marketing plan, which support this project:

Billings CVB energies will focus on strategic goals that utilize the city and the state's assets of scenic beauty, geography, developed attractions, quality air services, convention and room night capacity and historical importance to grow local tourism and the area economy. These efforts support all aspects of the marketing plan.

How does this project support the Strategic Plan?

Goal 1: Increase four-season tourism revenues state-wide through effective marketing and promotions, focusing on high-value, low-impact visitors

- **1.1:** Implement highly targeted consumer advertising and promotion campaigns, based on strategic marketing plans and track/report results.
- **1.2:** Promote Montana to target groups/events, emphasizing off-peak season activities.
- **1.3:** Collaborate with tourism marketing partners to plan/implement priority marketing efforts.

Goal 4: Enhance and preserve Montana's culture and history (historic sites, museums, art, music, etc.)

- **4.1:** Promote Montana's existing historic and cultural assets for the enjoyment of residents and visitors.

Goal 9: Increase funding to maintain sustainable tourism and recreation.

- **9.2:** Foster opportunities to pool public and private marketing dollars

- **9.3:** Enhance funding for region and CVB marketing efforts

Detail pages attached: Yes

	State Tourism Funds	Other Funds	Total
TripAdvisor.com Annual Sponsorship	\$4,500	\$0	\$4,500
TripAdvisor.com Targeted Media Placements	\$10,500	\$0	\$10,500
Creative Development for TripAdvisor.com media placements	\$0	\$3,000	\$3,000
Project Total	\$15,000	\$3,000	\$18,000

Online Advertising

TripAdvisor.com